



## Press Release

April 09, 2024

Henkel and Samsung join forces for an optimized laundry experience

### **Henkel and Samsung introduce custom wash cycles that reduce energy consumption by 60 percent**

Seoul, Korea – Henkel and Samsung have teamed up to offer a laundry experience that combines superior wash performance with energy efficiency for the South Korean market. Leveraging Samsung’s technology alongside Henkel’s Persil Deep Clean enzyme technology, the two companies will launch a custom wash cycle that delivers the Persil Deep Clean experience while reducing energy consumption.

Persil Deep Clean detergent delivers a superior washing experience with its unique combination of enzymes designed specifically for the South Korean market. The proprietary formula penetrates deep into the fibers to dissolve and remove even the toughest stains. Moreover, also it effectively eliminates unpleasant odors, ensuring washing machines remain fresh. Activatable at colder temperatures, the enzymes offer the same wash performance as the standard cycle, even in cold water, thereby, reducing energy consumption by 60 percent.<sup>1</sup>

The Persil Deep Clean wash cycle leverages Samsung’s proprietary ‘AI Bubble™’ technology, which pre-dissolves detergent to create a delicate and rich foam. The foam facilitates penetration between fabrics, enhancing the stain removal process. Moreover, the technology can adjust the amount of foam based on the characteristics of the fabric. In addition, Samsung’s AI Auto Dispenser adjusts the amount of detergent based on the weight of the laundry load, the degree of contamination, and other factors. Compared to the standard wash cycle, the Persil Deep Clean cycle achieves the same washing performance even when using less

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<sup>1</sup> Tested with Model WD25DB8995BZ with test cloth KS C IEC60456 3kg at 20 ± 2 °C water temperature, in environment of temp (23 ± 2) °C, humidity (55 ± 20) %. Test conducted as a comparison of Normal Cycle (Temp. 40°C) 254Wh vs Persil Deep Clean Cycle 95Wh, resulting in energy saving about 60 percent. These are internal test results verified by KATRI (Korea Apparel Testing & Research Institute) and may differ depending on the actual usage environment.

detergent. On average, 600 ml of detergent can be saved per year, extending its usage by two more months.<sup>2</sup>

Nuria Ribe, Senior Vice President of the global Laundry and Home Care category at Henkel Consumer Brands said, "We are excited to integrate our proprietary German technology intimately with Samsung machines to deliver the best laundry cleaning experience for the South Korean consumer. We look forward to collaboratively shaping the future of laundry."

Moohyung Lee, Executive Vice President and Head of the Customer Experience Team for the Digital Appliance (DA) Business at Samsung Electronics, said, "Working with one of the world's most premium detergent brands, we are able to provide a uniquely differentiated laundry experience for the South Korean consumers, through the launch of the new Persil Deep Clean wash cycle. This project underscores the commitment of both companies to sustainability."

The Persil Deep Clean custom wash cycle is currently available on selected Samsung Bespoke laundry machines sold in South Korea.

#### **About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, home appliances, network systems, and memory, system LSI, foundry and LED solutions, and delivering a seamless connected experience through its SmartThings ecosystem and open collaboration with partners. For the latest news, please visit the Samsung Newsroom at [news.samsung.com](https://news.samsung.com).

#### **About Henkel**

With its brands, innovations and technologies, Henkel holds leading market positions worldwide in the industrial and consumer businesses. The business unit Adhesive Technologies is the global leader in the market for adhesives, sealants and functional coatings. With Consumer Brands, the company holds leading positions especially in laundry & home care and hair in many markets and categories around the world. The company's three strongest brands are Loctite, Persil and Schwarzkopf. In fiscal 2023, Henkel reported sales of more than 21.5 billion euros and adjusted operating profit of around 2.6 billion euros. Henkel's preferred shares are listed in the German stock index DAX. Sustainability has a long tradition at Henkel, and the company has a clear sustainability strategy with specific targets. Henkel was founded in 1876 and today employs a diverse team of about 48,000 people worldwide – united by a strong corporate culture, shared values and a common purpose: "Pioneers at heart for the good of generations." More information at [www.henkel.com](https://www.henkel.com)

**Photo material is available at [www.henkel.com/press](https://www.henkel.com/press)**

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<sup>2</sup> Calculated by 3ml \* monthly 16.6 times

3ml savings per wash load: Standard Course uses 23ml, Persil Course uses 20ml

Monthly 16.6 times: Average monthly wash cycles used in Korea energy rating standard's calculation

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